Ross G. Winfield, LUTCF

President

FRIEDEN WEALTH MANAGEMENT

Your Goals. Your Needs. Our Guidance.

Assisting Our Clients with Long-Term Planning Strategies that Help Grow and Protect Their Families, Businesses, and Wealth

- Financial Needs Analysis
- Investment Management
- Retirement Income Planning
- Income Strategies
- Business Succession Plan Strategies

Frieden Wealth Management
277 Bendix Rd., Suite 500
Virginia Beach, Virginia 23452
757-531-7503 (direct)
757-340-9777 ext. 355 (main)
757-463-4661 (fax)
rwinfield@friedenwealth.com
www.friedenwealth.com

Katie Nicoll - Executive Assistant
knicoll@friedenwealth.com

Amy Fant, ERPA, QPA, QKA
Assistant/Retirement Plan Assistant
afant@friedenwealth.com

Ross Winfield was born and raised in Virginia Beach, Virginia. Shortly after receiving his bachelor's degree in Communication from James Madison University in 1999, Ross returned to his hometown, married his high school sweetheart, Kristy, and began his career with The Frieden Agency and Frieden Wealth Management working alongside his father and brother. In 2015, Ross obtained his Securities and Principal licenses in order to better serve his clients and the Agency with wealth management endeavors.

January 2015 marked an historic change for Ross and the Frieden Agency. The Agency, which had begun operating in 1928, had been continuously owned and managed by the family of its founder, Jack Leterman. The Agency's Managing Partner, Bruce Frieden, grandson of its founder, turned the ownership of the company over to Ross. Ross continues the Agency's dedication to meeting the needs of business owners and individuals with outstanding customer service.

As an advisor, Ross works with individuals and professionals in the areas of wealth management and retirement planning strategies to include accumulation, preservation, distribution, and transfer of assets. In addition, he offers insurance strategies such as life insurance, long term care insurance, disability insurance, health insurance, and employee benefits. Ross has made it his mission to develop a firm understanding of each of his client's specific circumstances and assist them in designing a strategy that can help them to achieve their goals. As an active member of the local community, Ross has worked with groups such as the United Way, Judeo Christian Outreach Center, Boy Scouts of America and the CBDA.

Outside of the office, Ross enjoys spending time with his wife and 4 children. Ross and Kristy have now been married for 20 years and their children, Aiden, Addy, Alijah, and Asher, range in age from 17 – 7 years old. Ross and Kristy enjoy being part of their children's lives throughcoaching, taking active roles in their school, and having as many family adventures as possible. In 2019, the Winfield family drove a trailer cross country and visited over 11 state parks, 1 national monument, and traveled over 11,000 miles in 52 days. It was a fun-filled once-in-a-lifetime trip for the entire family.

*Our mission is to value your **Goals** and protect your **Needs** through our professional **Guidance**.*

FRIEDEN WEALTH MANAGEMENT
YOUR GOALS. YOUR NEEDS. OUR GUIDANCE.

THE FRIEDEN AGENCY
SERVICE WITH INTEGRITY SINCE 1928
INSURANCE | INVESTMENTS | EMPLOYEE BENEFITS